Cognitive linguistic studies often discuss metaphorical conceptions of time as motion in two major variants: MOVING TIME and MOVING OBSERVER (e.g. Lakoff & Johnson, 1999, Radden, 2004). An alternative variant TIME IS A PURSUER is discussed rather sparsely (Lakoff & Turner, 1989; Kövecses, 2010; Galton, 2011). Although much less common nowadays than it used to be, this metaphor still functions in the information age. Polish employs it regularly, which is reflected by numerous examples found in the National Corpus of Polish, e.g. “czas goni nieubłaganie” [Lit. time pursues relentlessly] or “goni mnie terminy” [Lit. deadlines are pursuing me]. This paper argues that the metaphor TIME IS A PURSUER functions as a dual, i.e. a pair of minimally differing variants of one another based on figure-ground reversal (Lakoff & Johnson, 1999). The reverse variant, i.e. TIME IS AN OBJECT OF PURSUIT occurs both in English, e.g. “Let us pursue every moment of time”, and Polish, e.g. “Próbujemy dogonić uciekający czas”. Data from English and Polish corpora indicate that expressions involving time as a pursuer have predominantly negative semantic prosody (Sinclair, 1991; Stubbs, 1995), yet conceptualizations of time as an object of pursuit do not put us in a completely hopeless position.